

North Carolina Alcoholic Beverage Control Commission
INDUSTRY PROMOTION APPROVAL FORM

Please fill out completely – more information is better. (address to include city, state and postal code)

Industry Member: Republic National Dist Co - Emerald Div on behalf of Brew-Forman

Address: 6701-H Northpark Blvd, Charlotte NC 28216

Contact Person: Mike Yates

Title: Division Managers

Email: mike.yates@rnde-usa.com

Telephone number: (704) 614-5252

If multiple industry members, check this box ☐ and complete Attachment A (or comparable form)

Name of Event or Promotion: The WFNZ 610 Doghouse

Date(s): see multiple dates on page 2

Times: 10am - 6pm (couple dates have different times)

Location of Event (business name): The Doghouse

Address: 401 W. Morehead St / Charlotte, NC 28202

County: Mecklenburg

Location holds retail ABC permits: Y ☐ N ☒

Web address of event and/or venue: wfnz.com

Sponsored Organization (if any): SBT Foundation (Shaw Boys Toys)

Contact Person: Frank Harlow

Telephone or email: (704) 458-8120

Is a Non-profit Organization: Y ☒ N ☐ Non-profit obtaining ABC Special One-Time Permit: Y ☒ N ☐

Will alcoholic beverages be: (1) ☒ sold via cash sales; (2) ☐ given away at a ticketed event; or

(3) ☐ given away with no requirement [beyond being 21 years of age]

Which organization will maintain possession and control of, and monitor the service of, the alcoholic beverages?

SBT Foundation

What specifically will the industry member bring / provide / donate / sell / lend, and to which organization?

\$2500 donation to SBT Foundation & see next page under "Describe advertising/promotion."

Commission Use Only:

Conditions or restrictions on approval, reasons for disapproval, other comments:

Industry Member: RNDC-Emerald Div - Mike Yates

Event: The WFNZ 610 Doghouse

Date: 8-11-21

Describe advertising / promotional materials (include examples or photographs if possible), the location of said materials and which organization will pay for each of the materials (to include, but not limited to, banners, aerals, inflatables, signs, radio, newspaper, internet, etc.) Radio ads & mentions on 610 AM - WFNZ, removable signage to include vinyl/neons - mirrors - etc., bar mats, napkin holders, condiment trays, corn hole boards, etc

List other co-sponsors, supporters, participants (use additional sheets if necessary or attach promotional materials)

With ABC permits: _____

Without ABC permits: Audi of Charlotte, JJ Red Hots

Please provide any additional information not discussed above:

Dates of Events & Times

8-21-21 5pm-10pm

(added)

8-27-21 5pm-10pm

→ 9-2-21

9-4-21 5pm-10pm

9-12-21 10am-6pm

9-19-21 10am-6pm

9-25-21 5pm-10pm (edited)

9-30-21 5pm-10pm

10-10-21 10am-6pm

10-17-21 10am-6pm

11-7-21 10am-6pm

11-21-21 10am-6pm

(edited)

→ 12-4-21 (added)

12-12-21 10am-6pm

12-21-21 12pm-7pm

12-26-21 10am-6pm

12-30-21 (added)

NC ABC Commission
APPROVED

Signature Renee C. Metz

Date 9-1-2021

Assuming Special One-Time
Permit issued for each event
and no exclusivity.



NC ABC Commission
APPROVED

Signature Renee C. Metz
Date 9-1-2021

July 29, 2021

Re: SBT Foundation

To Whom it may concern:

This letter is to give permission to the SBT Foundation to use our facility, the WFNZ Dog House at 401 W Morehead Street, Charlotte, NC for a fundraiser at no cost to the charity. The events will be held on the following dates:

✓ 8/21/21	Saturday	Panther vs. Ravens
✓ 8/27/21	Friday	Panther vs. Steelers
9/2/21	Thursday	Dukes Mayo Classic
✓ 9/4/21	Saturday	Dukes Mayo Classic
✓ 9/12/21	Sunday	Panthers vs. Jets
✓ 9/19/21	Sunday	Panthers vs. Saints
9/25/21	Saturday	Garth Brooks
✓ 9/30/21	Thursday	Rolling Stones
✓ 10/10/21	Sunday	Panthers vs. Eagles
✓ 10/17/21	Sunday	Panthers vs. Vikings
✓ 11/7/21	Sunday	Panthers vs. Patriots
11/21/21	Sunday	Panthers vs. Washington
12/4/21	Saturday	ACC Championship
✓ 12/12/21	Sunday	Panthers vs. Falcons
✓ 12/26/21	Sunday	Panthers vs. Tampa
12/30/21	Thursday	Dukes Mayo Bowl

Dog House / WFNZ will allow the SBT Foundation Inc. to sell alcohol.

Sincerely,

Frank Harlow

Frank Harlow



ABC
COMMISSION
NORTH CAROLINA

North Carolina Alcoholic Beverage Control Commission

08/24/2021 09:44 AM

- : Special One Time Package

